

CONTRACT

WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Midwest Communications
49 South Grant Avenue
Columbus, OH 43215

<u>Contract / Revision</u>	<u>Alt Order #</u>
834689 /	
<u>Product</u>	
Early TV Buy General Elect, 2012	
<u>Contract Dates</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	390
<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Senate Campaign Committee	10/11/12 / 10/11/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WOIO	House WOIO/WUAB
<u>Sales Office</u>	
Cleveland Local	
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 25-54	
<u>IDB#</u>	<u>Advertiser Code</u>
	Product Code
<u>Agency Ref</u>	<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
N 1	WOIO	10/21/12	10/21/12	Extra Weekend	1135p-230a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S					1	\$225.00			
N 2	WOIO	10/15/12	10/19/12	Action News at 5a	5-6a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	MTWTF--					5	\$150.00			
N 3	WOIO	10/15/12	10/19/12	Action News at 6a	6-7a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	MTWTF--					5	\$150.00			
N 4	WOIO	10/15/12	10/19/12	The Early Show	7-9a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	MTWTF--					5	\$100.00			
N 5	WOIO	10/15/12	10/19/12	M-F 9-10a	9-10a		:30			NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	MTWTF--					5	\$75.00			
N 6	WOIO	10/15/12	10/19/12	Action News at 4p	4-5p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	MTWTF--					5	\$500.00			
N 7	WOIO	10/15/12	10/19/12	Action News at 6p	6-630p		:30			NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	MTWTF--					5	\$2,500.00			
N 8	WOIO	10/15/12	10/19/12	David Letterman	1135p-1238a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	MTWTF--					5	\$500.00			
N 9	WOIO	10/20/12	10/20/12	Sat Early Show	9-11a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$175.00			
N 10	WOIO	10/15/12	10/19/12	Action News at 5p	5-6p		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	MTWTF--					5	\$1,500.00			
N 11	WOIO	10/15/12	10/19/12	Action News at 11p	11-1135p		:30			NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	MTWTF--					3	\$3,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

<u>Contract / Revision</u>		<u>Alt Order #</u>
834689 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	Early TV Buy General E	390
<u>Advertiser</u>		<u>Original Date / Revision</u>
Republican Senate Camp		10/11/12 / 10/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	MTWTF--				3	\$3,000.00		
N 12	WOIO	10/20/12	10/20/12	Lt Sa Action News at 11p	11p-2a		:30			NM	1 \$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	----S-				1	\$700.00		
N 13	WOIO	10/20/12	10/20/12	Sat 12:05-1:05A	Sat 12:05-1:05A		:30			NM	1 \$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	----S-				1	\$400.00		
N 14	WOIO	10/21/12	10/21/12	Lt Su Action News at 11p	11p-2a		:30			NM	1 \$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	----S				1	\$750.00		
										Totals	48 \$38,625.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	48	\$38,625.00	\$32,831.25
Totals	48	\$38,625.00	\$32,831.25

Signature: _____ Date: _____

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Client: Republican Senate Campaign Committee, 2012
Product:
Campaign: Early TV Buy General Elect, 2012

Station Order

Midwest Communications & Media
7720 Benson Road
Carroll, OH 43112
614/440-4449

1011

Rev #: 8

Flight From: 09/10/2012 to 10/21/2012

**Estimate No.:
Contract No.:
Job No.:**

Buyer Name: Bob Clegg

Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Actg. Order No.: 390
WS Order No.: 10510
Contract No.:

Market: CLEVELAND-AKRON (CANTON)

Station: WOIO

Market: CLEVELAND-AKRON (CANTON)

Station: WOIO

Station Contact: Renee Morley

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross			DMA	DMA	DMA
				Rate/ Total	Oct 15	Total Spots	HH (R)	P 35+ (R)	P 25-54 (R)
14	—S 12:05A-01:05A	WE 30	EXTRA WKND	4 \$225.00	1	1	1.1	0.8	0.5
				4 \$225.00			\$204.55	\$281.25	\$450.00
15	MTWTF— 05:00A-06:00A	EM 30	CBS 19 NWS AM	4 \$150.00	5	5	1.1	0.7	0.4
				4 \$750.00			\$136.36	\$214.29	\$375.00
16	MTWTF— 06:00A-07:00A	EM 30	CBS 19 NWS AM	4 \$150.00	5	5	1.1	0.8	0.4
				4 \$750.00			\$136.36	\$187.50	\$375.00
17	MTWTF— 07:00A-09:00A	EM 30	EARLY SHOW	6 \$100.00	5	5	0.9	0.7	0.3
				6 \$500.00			\$111.11	\$142.86	\$333.33
18	MTWTF— 09:00A-10:00A	DT 30	AMERICA NOW	8 \$75.00	5	5	1.8	1.4	0.5
				8 \$375.00			\$41.67	\$53.57	\$150.00
20	MTWTF— 04:00P-05:00P	EN 30	NEWS AT 4	4 \$500.00	5	5	2.7	2.0	1.0
				4 \$2,500.00			\$185.19	\$250.00	\$500.00
21	MTWTF-- 06:00P-06:30P	EN 30	HOMTM19 NWS-6P	2 \$2,500.00	5	5	3.3	2.7	1.3
				2 \$12,500.00			\$757.58	\$925.93	\$1,923.08
22	MTWTF— 11:35P-12:35A	LF 30	LETTERMAN	4 \$500.00	5	5	2.2	1.6	1.0
				4 \$2,500.00			\$227.27	\$312.50	\$500.00
23	—S— 09:00A-11:00A	WE 30	CBS NWS SAT	6 \$175.00	1	1	1.2	0.9	0.2
				6 \$175.00			\$145.83	\$194.44	\$875.00
25	MTWTF— 05:00P-06:00P	EN 30	NEWS AT 5	2 \$1,500.00	5	5	3.2	2.5	1.3
				2 \$7,500.00			\$468.75	\$600.00	\$1,153.85
26	MTWTF— 11:00P-11:35P	LN 30	NEWS AT 11	2 \$3,000.00	3	3	3.7	3.2	1.5
				2 \$9,000.00			\$810.81	\$937.50	\$2,000.00
27	—S— 11:00P-11:35P	WE 30	SAT LATE NEWS	4 \$700.00	1	1	3.5	2.2	1.3
				4 \$700.00			\$200.00	\$318.18	\$538.46
28	—S— 12:05A-01:05A	WE 30	SAT LATE NEWS	4 \$400.00	1	1	1.8	1.2	1.2
				4 \$400.00			\$222.22	\$333.33	\$333.33
29	—S— 11:00P-11:35P	WE 30	SUN LATE NEWS	4 \$750.00	1	1	3.8	3.2	1.8
				4 \$750.00			\$197.37	\$234.38	\$416.67

\$38,625.00 48 48

104.0

Monthly Totals

<u>Month</u>	<u>Spots</u>	<u>GRP/GRIs</u>	<u>Station Gross Dollars</u>	<u>Station Gross CPP/CPM</u>
Oct	48	104.0	\$38,625.00	\$371.39
	48	104.0	\$38,625.00	\$371.39

Comments

Campaign Remarks:
Paid for by:

RSCC

Advertiser: Republican Senate Campaign Committee, 2012
Campaign: Early TV Buy General Elect, 2012

Station Order

CLEVELAND-AKRON (CANTON) - TV

Station: WOIO

Comments

By: _____